

Thurrock home water survey results

Reaching more households and achieving greater water savings

Essex & Suffolk Water has a water efficiency programme, which includes providing information and practical help to customers. It aims to be a wide ranging programme of 'water efficiency' activities which will ensure provision of water for the century and contribute to meeting the increasing demand for water. Projects include how to use water wisely, leakage detection and reduction, educational partnerships with schools and councils, gardening initiatives and waterbutt promotions.

Self audits

A central focus of the programme in 2005 was to carry out the home water survey project in the Thurrock area. This fact sheet aims to communicate the results to those who took part, and to thank you once again for your enthusiasm and commitment to saving water.



31,571 households were invited to take part in the project. 11,578 customers accepted a home survey pack, and of these, 75% (8,705) completed and returned their form.



Residents in RM19 were the most enthusiastic, with 89% of customers receiving the water efficiency pack, carrying out the survey and returning their form.

- 69% of you fitted at least one save-a-flush.
- 90% of customers welcomed the garden water saving devices. The hose-gun was the most popular item, whilst the water saving crystals closely followed.
- 301 properties had dripping taps. Of these, 48 were repaired. The average flow rate of dripping taps was 13.08 litres per day, which is enough to fill two watering cans.
- 73% of properties had a shower. 2,411 customers used the flow bag to measure the shower flow rate. The average flow rate was 7.8 litres per minute.
- Over 4,000 customer measured the length of time spent in the shower. The average was 6.48 minutes.
- A household using showers instead of baths could save on average 37.31 litres of water per day.
- One third of customers admitted to leaving the tap running whilst cleaning their teeth. If 5% of customers acted upon the advice given and now turn the tap off when brushing, enough water to flush 33 average toilets could be saved each day.

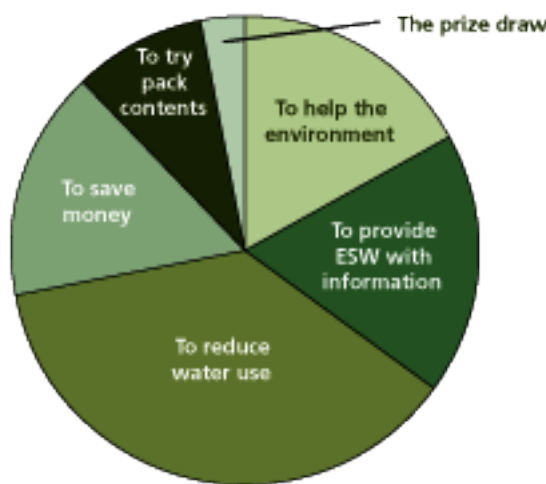
In total, we distributed:

- 14,863 save-a-flushes
- 11,578 shower flow bags
- 11,578 shower timers
- 11,578 hose-guns
- 11,578 beakers
- 11,578 shower hats
- 11,578 sachets of water saving crystals
- 11,578 drip gauges

Follow-up response

The follow-up customer questionnaire revealed that residents living in the Thurrock area are environmentally aware. 36% of customers undertook the survey to reduce their water use and 17% did so to help the environment.

Why customers completed the home survey

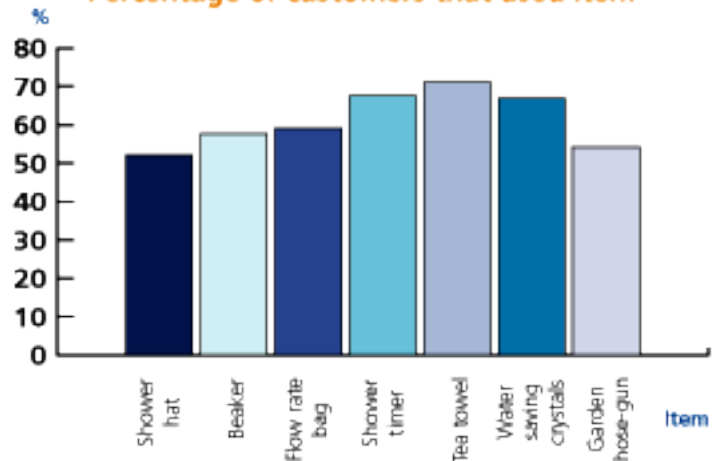


Note: results from customer survey (600 properties)

The tea towel remains the item most used, whilst the garden hose-gun was regarded as the best item.

93% of customers thought that the information leaflets were easy to understand and informative.

Percentage of customers that used item



Note: results from customer survey (600 properties)

82% of customers stated that they thought their household water consumption had decreased as a result of completing the survey.

74% of customers thought that completing the survey had made them reassess the way they use water.

Approximately 80% of customers stated that they had kept the pack, or parts of it, for future use.

37% of customers decreased the amount of time spent in the shower. On average, each customer reduced the time spent in the shower by 2 minutes and 33 seconds.

So a big thank you to all of you who took part.

From all the activities, the calculated savings are 25.64 litres per property per day. The total for all 8,705 properties is about 223,200 litres per day – that's nearly 3,200 full baths every day!

For more information on water efficiency, please email demand.planning@eswater.co.uk or telephone 01245 212 360. Essex & Suffolk Water, Hall Street, Chelmsford, Essex CM2 0HH.

www.eswater.co.uk